

## **Tárgytematika / Course Description**

### **International Business Management**

**ALIFVC9016**

**Tárgyfelelős neve /**

**Teacher's name:** Charomar Joao António

**Félév / Semester:** 2016/17/1

**Beszámolási forma /**

**Assesment:** Folyamatos számonkérés

**Tárgy heti óraszám /**

**Teaching hours(week):** 0/0/0

**Tárgy féléves óraszám /**

**Teaching hours(sem.):** 0/6/0

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### **OKTATÁS CÉLJA / AIM OF THE COURSE**

#### **Intended learning outcomes:**

Students will learn key international business concepts and theories that will enable them understand practical issues of international business. They will also learn how to identify global opportunities and challenges faced by businesses in international environments.

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### **TANTÁRGY TARTALMA / DESCRIPTION**

#### **Contents of the course:**

Among others the contents of the course are as follows:

- The concept of international business. The primary reasons that make companies engage in international business,
- The concept of globalisation. Methods of globalisation,
- The concept of Foreign Direct Investment (FDI). How social factors may affect FDI,
- How inflation affects international business,
- General characteristics of a country that managers should consider when analysing an economic environment. The specific indicators that help managers measure the economic development, performance and potential of a country.
- The free trade theories of absolute advantage and competitive advantage
- How interest rates affect international businesses
- Relevant marketing considerations in international business

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### **SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD**

#### **Requirements:**

Students attending this course should have at least pre-intermediate level knowledge of English language and be able to communicate verbally and in writing.

#### **Assessment:**

At the end of the course students will be expected to present a company of their choice which is engaged in international business.

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## KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

### **Bibliography:**

Material covered in lectures, handouts, and recommended literature

Lecturer: Joao António Charomar